

STOREFRONT FOR ART AND ARCHITECTURE

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FOR IMMEDIATE RELEASE

BIG SOFT ORANGE

NEW YORK—An exhibition showcasing a select group of young Dutch architects, whose daring and innovative approach is redefining the practice of architecture itself, will be on view at Storefront for Art and Architecture, February 12–March 13, 1999.

BIG: How do you build a single community of 30,000 houses?

SOFT: How do you keep the drug dealers from the schoolyards?

ORANGE: And how do you trademark the result?

It's a serious riddle in the The Netherlands, where in 1990 the state committed to build 1.1. million new houses by the year 2005. This mandate, known as VINEX, has made The Netherlands a unique national laboratory for not-so-unique problems of urban planning at the millennium: problems of scale, scope, and commerce. Hailed by critic and historian Robert A.M. Stern as *the first major exhibit in America of new Dutch architecture*.

Each of the offices represented in **BIG SOFT ORANGE** is participating in the development of the Leidsche Rijn, a planned community that is part of the VINEX program. In projects such as

- **Crimson's** orgware analysis of Rotterdam Harbor, which points out ways to anticipate and manipulate urban irresponsibility in the planning of the Leidsche Rijn
- **Max. 1's** choreographed bridges *an elegant vehicular and pedestrian ballet* which acknowledge the primacy of the accident in urban life
- **One Architecture's** tennis courts, which obliterate the tension between the nostalgia and embarrassment of suburban life in a matter-of-fact design that makes them all just get along (think teletubbies) and
- **NL Architects'** design for the WOS 8 heat transfer station, which anticipates the eventual urbanization of its bucolic site,

(more)

these offices accept cultural dissonance, environmental exhaustion and commercialism as structural conditions of contemporary architectural practice. The projects presented in **BIG SOFT ORANGE** are challenging, to be sure, but they also delight. The New Haven Advocate called them '*young, vibrant, and right now*', while Robert A.M. Stern praised the architects' '*visually stunning designs*'.

BIG SOFT ORANGE will be on view at both Storefront for Art and Architecture and Columbia University. Storefront's exhibition will run February 12–March 13, 1999, with an opening reception Monday, February 15, 1999, 6–8 p.m. Columbia's exhibition will be on view February 1–March 12, in the 200 and 400 level galleries in Avery Hall at 116th street and Broadway.

BIG SOFT ORANGE is curated by Michael Speaks, Director of Graduate Studies at the Southern California Institute of Architecture (SCI-Arc). Support for this exhibition has been generously provided by the Consulate General of the Netherlands, Fonds voor Beeldende Kunsten, Bouwkunst en Vormgeving (Amsterdam, NL), Ministerie van OCW (Zoetermeer, NL), dS+V (Rotterdam, NL), among other organizations and individuals.

BIG SOFT ORANGE opened at the Yale University School of Architecture on November 5, 1998. In addition to its New York engagement at Storefront for Art and Architecture and Columbia University, the show is scheduled as the inaugural exhibition of the new Logan Gallery at the California College of Arts and Crafts San Francisco campus, on view from March 27–May 8, 1999, and will begin a run in Los Angeles at Form Zero Gallery and Bookstore in early September.

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Founded in 1982, Storefront for Art and Architecture is a non-profit organization committed to presenting and communicating innovative positions on architecture, art, and design through provocative and interdisciplinary public programs, in the form of exhibitions, conferences, publications and special projects.

Location: Storefront for Art and Architecture
97 Kenmare Street
New York, NY 10012

Gallery Hours: Wednesday–Saturday, 12 a.m.–6 p.m.

Catalog and images available upon request.